

## CLAIM AMENDMENTS

### IN THE CLAIMS

This listing of the claims will replace all prior versions, and listing, of claims in the application or previous response to office action:

1. (Currently Amended) A prospects harvesting system, maintained by an application service provider, for providing contact data ~~for~~ representing information about prospective customers of a product or service provided by a product/service provider, comprising:

a web crawler process operable to ~~receive parameter data to locate participant-based~~ text sources documents from unstructured participant-based Internet discussion sites, the sites selected from the group of: newsgroups, discussion forums, and mailing lists, and web sites;

~~an web~~ archive database for storing text sources documents retrieved by the crawler;

a harvester process for searching the ~~web~~ archive database for primary personal contact data for at least one prospective contact customer of the product/service provider; and  
wherein the harvester process operates in response to a query from the product/service and locates at least one document in which a participant of the discussion site is discussing a specified product or service, thereby locating a prospective customer having associated primary personal contact data;

a reverse lookup process for receiving the primary personal contact data from the harvester process and for performing a reverse lookup from the primary personal contact data;

wherein the reverse lookup is performed by using the primary personal contact data in a search query to obtain ancillary personal contact data about the same prospective contact customer; and

wherein the reverse lookup is performed by accessing accesses data sources other than the text file discussion site containing the primary contact data;

wherein the primary personal contact data and the ancillary personal contact data comprise at least two items of data from the following group: name, email address, telephone number, website address, geographical address, place of employment;

a staging database for storing the primary and ancillary personal contact data; and  
a web server for providing access to the staging database via a web browser.

2. (Currently Amended) The system of Claim 1, further comprising a value-add process that ~~links the prospective contacts to related business information~~ accesses internal documents of the product/service providers, generates customer profiles about customers of the product /service provides, and compares the profiles to data representing the prospective customer.

3. (Previously Presented) The system of Claim 2, wherein the value-add process operates on line by accessing the Internet.

4. (Previously Presented) The system of Claim 2, wherein the value-add process operates off line.

5. (Cancelled).

6. (Previously Presented) The system of Claim 1, wherein the reverse lookup is performed offline.

7. (Previously Presented) The system of Claim 1, wherein the reverse lookup is performed online by accessing the Internet.

8. Cancelled.

9. (Currently Amended) The system of Claim ~~8~~ 1, further comprising a mailer process for scripting correspondence to the prospective customers.

10. (Currently Amended) A method, performed by an application service provider, of providing contact data ~~for representing information about~~ prospective customers of a product or service provided by a product/service provider, comprising the steps of:

~~receiving customer parameter data from the product/service provider;~~  
using a crawler to locate ~~Internet participant-based text sources conforming to the~~  
~~customer parameter data, the text sources~~ documents from unstructured participant-based  
Internet discussion sites, the sites selected from the group of: newsgroups, discussion  
forums, and mailing lists, and web sites;  
storing the ~~text sources~~ documents in an archive database;  
receiving a ~~request~~ query from the product/service provider for customer lead contact  
information;  
accessing the archive database to locate documents containing at least some of the  
lead information, thereby identifying a contact and obtaining at least one item of primary  
contact data associated with the contact; ~~and~~  
wherein the accessing step locates at least one document in which a participant of the  
discussion site is discussing a specified product or service, thereby locating a prospective  
customer having associated primary personal contact data;  
performing a reverse lookup, ~~using of the~~ primary personal contact data ~~via the~~  
~~Internet~~ to obtain additional personal contact data;  
~~wherein the reverse lookup is performed by using the primary contact data in a search~~  
~~query to obtain ancillary contact data about the same prospective contact customer;~~  
wherein the primary personal contact data and the ancillary personal contact data  
comprise at least two items of data from the following group: name, email address, telephone  
number, website address, geographical address, place of employment;  
wherein the reverse lookup is performed by accessing data sources other than the ~~text~~  
~~file~~ discussion site containing the primary personal contact data;  
storing the primary and ~~additional ancillary~~ contact data in a staging database; and  
providing access to the staging database via a web server and a web browser.

11. (Currently Amended) The method of Claim 10, further comprising the step of  
using a value-add process to ~~links the prospective contacts to related business information~~  
access internal documents of the product/service providers, generates customer profiles about  
customers of the product /service provides, and compares the profiles to data representing the  
prospective customer.

12. (Previously Presented) The method of Claim 11, wherein the step of using a value-add process is performed on line.

13. (Previously Presented) The method of Claim 11, wherein the step of using a value-add process is performed off line.

14. (Canceled)

15. (Previously Presented) The method of Claim 10, wherein the reverse lookup is performed offline.

16. (Previously Presented) The method of Claim 10, wherein the reverse lookup is performed online by accessing the Internet.

17. Cancelled.

18. (Currently Amended) The method of Claim 10, further comprising the step of using a mailer process to prepare scripted correspondence to ~~the prospects~~ prospective customers.

19. (Previously Presented) The system of Claim 1, wherein the primary contact data is an email address and the reverse lookup is for ancillary contact data associated with that email address.

20. (Previously Presented) The system of Claim 1, wherein the primary contact data is a name of a prospective customer and the reverse lookup is for ancillary contact data associated with that name.

21. (Previously Presented) The system of Claim 1, wherein the ancillary contact data is at least one item of data from the following group: email address, web site address, or name.

22. (Previously Presented) The system of Claim 7, wherein the reverse lookup accesses at least one website.

23. (Previously Presented) The method of Claim 10, wherein the primary contact data is an email address and the search query is for contact data associated with that email address.

24. (Previously Presented) The method of Claim 10, wherein the primary contact data is a name of a prospective customer and the reverse lookup is for ancillary contact data associated with that name.

25. (Previously Presented) The method of Claim 10, wherein the ancillary contact data is at least one item of data from the following group: email address, web site address, or name.

26. (Previously Presented) The method of Claim 16, wherein the reverse lookup accesses at least one website.

27. (New) The system of Claim 1, further comprising a contact permission process that uses the primary personal contact data to contact the prospective customer to request permission to further contact the prospective customer.

28. (New) The method of Claim 10, further comprising using the primary personal contact data to contact the prospective customer to request permission to further contact the prospective customer.

29. (New) The system of Claim 1, further comprising a validation process for validating all or part of the personal contact data.

30. (New) The method of Claim 10, further comprising the step of validating all or part of the personal contact data.

31. (New) The system of Claim 1, wherein the harvester process further provides a link to the document.

32. (New) The method of Claim 10, further comprising the step of providing, via the web browser, a link to the document.

33. (New) The system of Claim 1, wherein the reverse lookup process performs a cascading reverse lookup.

34. (New) The method of Claim 10, wherein the reverse lookup process performs a cascading reverse lookup.